

Privacy leaflet: digitalAudience

This leaflet describes the services provided by **digitalAudience** against the background of the privacy legislation.

Introduction

digitalAudience is a marketing technology agency that carries out data marketing and possesses files that were obtained with permission and can be linked with online identifiers.

General privacy guarantees

digitalAudience guarantees the privacy of the parties concerned (the people whose data are being processed) in the following ways:

- Clear agreements are reached with our data suppliers, who inform the parties concerned that their data are being used by digitalAudience.
- The data sets that can be used by the advertisers are abstract and are based on non-identifying (also known as 'pseudonymous') information. In order to guarantee the privacy of the parties concerned, digitalAudience never supplies the advertisers with identifying data for the target group.
- When developing our solutions, we take 'privacy by design' into account from the outset. We maintain constant contact with specialist privacy lawyers for this purpose.
- Data minimisation plays an important role. For this reason, name and address details are never required for the use of digitalAudience. For an advertising campaign, a hashed telephone number, email address or cookie is the only requirement.
- In order to ensure that the data are secure at all times, digitalAudience is committed to the constant development of its information security policy, both the technical and organisational aspects. digitalAudience stores personal data in encrypted form.

In order to explain the 'general privacy guarantees' in more detail, digitalAudience would like to clarify the following points:

1. Privacy by design

In view of the multitude of data that digitalAudience has at its disposal, the main emphasis when designing and developing the service lies on compliance with the relevant legislation and regulations. The General Data Protection Regulation ('GDPR') takes centre stage in this regard. When developing the service, the privacy of the people concerned has therefore been taken into account in every aspect. This makes it possible to minimise and separate data. In addition, the advertisements shown are not geared towards specific individuals, but only towards target groups. digitalAudience can therefore safely say that privacy is of paramount importance in its service!

2. Data minimisation and decentralisation

In the first instance, digitalAudience ensures that as little personal data as possible are processed and stored. For this reason, name and address details are never required for the use of digitalAudience. digitalAudience prefers to avoid the use of central components wherever possible. The data that digitalAudience receives from different parties are therefore kept separate, encrypted and stored in different databases.

3. Security

digitalAudience applies a high level of security to all data. Among other things, the measures are used to avoid data leaks and the loss of data, but also to keep the various databases separate. In order to ensure that the data are (and remain!) secure at all times, we carry out regular self-assessments and (depending on the outcome) modify our policy accordingly.

4. Confidentiality

digitalAudience is aware that risks do not just exist outside an organisation, but also within the organisation. DigitalAudience therefore ensures that as few employees as possible have access to personal data, and that all these employees have undergone thorough screening. All employees who are given access to personal data must sign a confidentiality agreement.

5. Internal policy

The internal policy of digitalAudience is another method of ensuring that personal data cannot be linked to or supplemented with external data. This internal policy elaborates on all the implemented security measures and includes data handling regulations. The internal policy also states which employees are authorised for which tasks, how the IT infrastructure is secured and the conditions under which data may be sent.